



Public Perception of Population Service Mobile Services in Increasing the Effectiveness of Public Services

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Received:011/10/24 Accepted:12/13/2024 Published:12/18/2024

Abstract

This study aims to evaluate the extent to which this service is accepted and understood by the community, and to identify factors that influence public satisfaction and trust in the public services provided. The method used is descriptive qualitative with data collection techniques through in-depth interviews, focus group discussions (FGD), and participant observation. Researchers explored the experiences, views, and expectations of the community in more depth regarding the mobile services of the Population Service. The results of the study showed that most people felt helped by this service, especially in terms of ease of access and reducing the time required to obtain population administration services. However, several respondents also expressed concerns regarding the quality of service, such as limited information provided and lack of clarity regarding the procedures to be followed. This study found that the effectiveness of mobile services was influenced by factors such as good communication between officers and the community, adequate training for officers, and supporting infrastructure. In addition, the community expected improvements in terms of transparency and responsiveness of the Population Service so that public services could be more optimal and in accordance with their needs. These findings provide a clear picture of the aspects that need to be improved to increase public satisfaction with the public services provided.

Keywords: Public Perception; Mobile Services; Population & Civil Registry Service

Introduction

In the era of rapid globalization and digitalization, information and communication technology has changed many aspects of life, including in terms of public services. Many governments around the world have begun to adopt technology to improve the quality and efficiency of their services. Mobile services are one of the innovative solutions that can provide easy access for the public to interact with the government (Rahmawati, 2024). Good public service is one indicator of the government's success in carrying out its functions. Adequate service quality not only increases public satisfaction but also creates trust in the government. In the context of the Population and Civil Registration Service (Disdukcapil), efficient and responsive service is very important for managing population data and documents, which are directly related to the basic needs of the community.

The Population and Civil Registry Service (Disdukcapil) has a central role in providing population administration services, such as making Population Identity Cards (KTP), birth certificates, and other important documents (Sari & Handayani, 2024). With the mobile service, the Population Service is expected to be able to overcome the obstacles often faced by the public, such as long queues and limited time to come to the office (Syafuruddin, 2024). Mobile services allow people to access services anytime and anywhere via mobile devices. This innovation is becoming increasingly relevant amidst the COVID-19 pandemic, where social distancing and mobility restrictions greatly affect direct interactions. By utilizing mobile applications, the Population Service can increase accessibility and efficiency of services (Adawiyah et al., 2024).

Public perception of the services provided is very important to understand, because this perception influences the level of public participation and satisfaction with the services received (Ibnu & Rusadi, 2024). People who are satisfied with mobile services tend to be more active in utilizing these services. Therefore, it is important to explore how people assess the effectiveness of the Population Service's mobile services (Jahir et al., 2024). There are various factors that can influence public perception of mobile services, including ease of use, speed of service, system reliability, and quality of interaction with officers (Darmawan, 2024; Nurhaliza & Hertati, 2024). By understanding these factors, the Population Service can identify areas that need improvement to enhance user experience and service effectiveness. The research problem is to ascertain the extent to which the community understands, accepts, and perceives the benefits of this innovation. Despite the intention of mobile services to facilitate access to population administration, several challenges emerge. These include a lack of comprehensive information, discrepancies in the scheduling of visits between regions, and negative perceptions resulting from delays or technical disruptions. It is possible that there are discrepancies in opinion between urban and rural communities with regard to the quality of the service provided, which may be influenced by the level of administrative literacy and access to technology. Furthermore, this study examines the impact of various factors, including officer professionalism, transparency of procedures, and ease and convenience during the service process, on community views. The primary issue that has been identified is the discrepancy between the expectations of the community and the actual provision of

services. This can have an impact on the efficacy of mobile population services as a public service solution.

Methods

This study uses a qualitative method with a case study approach to explore public perceptions of the mobile services of the Population and Civil Registration Service (Disdukcapil). The qualitative approach was chosen because it allows researchers to gain an in-depth understanding of the experiences, attitudes, and views of the community (Azhari et al., 2023). In this context, researchers will explore various factors that influence public perceptions of service effectiveness, as well as identify obstacles faced when using these services (Schlunegger et al., 2024). Data collection in this study was conducted through in-depth interviews and focus group discussions (FGD). In-depth interviews will be conducted with individuals who have used the Population Service mobile service. Interview questions will be designed to explore user experiences, satisfaction with the service, and factors that influence their perceptions. Meanwhile, FGD will involve a group of users to discuss their views together, allowing researchers to gain diverse perspectives (Wellner, 2021).

Respondents involved in this study will be selected purposively, namely based on certain criteria that are relevant to the objectives of the study. These criteria include age, educational background, and frequency of use of the Population Service mobile service. By selecting diverse respondents, researchers hope to describe the variation in perceptions among the community and gain more comprehensive insights into user experience. Data obtained from interviews and FGDs will be analyzed using thematic analysis techniques (Akintayo et al., 2024). This method entails the transcription of interview and focus group discussion results, the application of coding techniques to identify salient themes, and the interpretation of the import of these topics. The objective of this analysis is to identify patterns in the community's experiences and ascertain their perception of the efficacy of the Population Service's mobile services. To guarantee the accuracy and reliability of the research findings, the investigators will employ data triangulation, which entails comparing information obtained from interviews, focus group discussions, and other sources, including official documents and Population Service reports. Moreover, the researchers will engage members in the analytic process to solicit input and guarantee that the interpretation of the research findings aligns with their experiences (Amin et al., 2023). This approach is expected to produce accurate and reliable findings, thereby providing a meaningful contribution to understanding public perceptions of mobile services.

Results

The results of this study provide important insights in assessing the effectiveness of public services, especially in the field of population administration. One of the findings related to this mobile service is the increasing accessibility of the public to various population document services, such as making KTP, Family Cards, and Birth Certificates without having to come directly to the Population and Civil Registry Office. This study was conducted through survey and interview methods with the public who use this service to gain an in-

depth understanding of satisfaction, user experience, and various aspects of the services offered.

This study assesses the level of public satisfaction which is one of the main indicators of service effectiveness where many people appreciate mobile services because they are considered capable of minimizing waiting time and speeding up the service process. Compared to in-office services that often must wait in long queues, mobile services are considered faster and more efficient, so they can significantly increase user satisfaction. However, this satisfaction is also influenced by the consistency of the presence of mobile service units in locations that are easily accessible to the public. The factors that influence public satisfaction and trust in the Mobile Population Service include service accessibility, which encompasses both the strategic location of service points and the consistency of schedules. The objective is to ensure that people feel that the services are easily accessible. The quality of the officer's service, including friendliness, communication skills, and the speed with which administrative processes are handled, also plays an important role. The reliability of the technology employed, such as a stable and uninterrupted system, serves to enhance public trust in the professionalism of the service. The provision of clear information regarding document requirements and procedures prior to the arrival of the service also affects the smoothness of the process and reduces the potential for complaints. Furthermore, transparency in the process and results, such as completion times that align with promises, strengthens public trust in the integrity of this service. Government involvement in responding to complaints and providing continuous improvement is also a significant factor in maintaining levels of satisfaction and trust.

This study has examined user experiences related to mobile services. These experiences include how people interact with service officers and the procedures that must be followed. Users tend to feel satisfied when officers serve them in a friendly and professional manner, provide clear directions, and help the process of filling out documents easily. The obstacles that often complained about by users are the limited operational hours and frequency of presence of service units in some areas, which sometimes make it difficult for users to adjust the time to get services. The evaluation results of the Mobile Population Service indicate that the majority of the community accepts and understands the existence of this service, particularly in areas that are difficult to reach by office locations directly. This is due to the dissemination of information through local media and community activities, which facilitate socialization and enhance awareness of the service. The service is perceived to facilitate the expeditious processing of documents such as e-KTP, birth certificates, and family cards. Nevertheless, several technical challenges persist, including network disruptions and a lack of initial information regarding the necessary documentation. This has led some individuals to perceive room for improvement in the process. However, public satisfaction remains high, largely due to the convenience and helpfulness of the officers, with suggestions to increase the frequency of visits and extend services to more remote locations.

The innovation aspect presented in mobile services is recognized as an important step in bureaucratic reform, which is also highlighted in this study. The community who became informants felt the positive impact of this innovation tended to have a more positive view of

the government's efforts to improve the quality of public services. Innovation in mobile services also allows the Population and Civil Registration Service to take a more proactive and adaptive approach in responding to community needs dynamically. The Mobile Population Service represents a novel approach to addressing the administrative needs of communities situated in remote areas or with limited access to offices. However, findings from critical insights suggest that the success of this initiative is contingent upon the efficacy of its implementation in the field. Despite the facilitation of access to essential documents such as e-KTP and birth certificates, several challenges remain. These include technological limitations in areas with poor network infrastructure and a lack of socialization, which results in communities being inadequately prepared with the necessary documents or requirements. A comprehensive examination of the program's viability indicates that its long-term success hinges on the integration of a digitally enhanced system, the training of officers to navigate field challenges, and a systematic evaluation process to ensure responsiveness to community needs. Furthermore, the possibility of inequity in the allocation of services—wherein specific regions are afforded greater access than others—must be taken into account. This is essential to ensure that the Mobile Population Service truly becomes an inclusive solution that enhances population administration governance in Indonesia.

This study illustrates that the Population and Civil Registration Service's mobile service has considerable potential for enhancing the efficacy of public services, particularly within the population sector. The implementation of mobile services has the potential to enhance the efficacy of public service delivery by ensuring the security of data, maintaining consistency in service provision, and optimizing the utilization of technology. The survey findings revealed that the public anticipates the government to persist in addressing persistent impediments and to prioritize inclusive services, thereby ensuring that individuals from all backgrounds have equitable access to public services.

1. Service Satisfaction

Service satisfaction is one of the main aspects that has been studied. Based on the results of the study, most informants expressed quite high satisfaction with this service, especially because of the time effectiveness and ease of access offered. This mobile service is designed to bring public services closer to the community, especially those who live in areas far from the Population and Civil Registration Office. With the presence of a mobile service unit, the time needed to obtain population documents such as KTP, Family Card, or Birth Certificate becomes shorter, and the community does not need to spend a long time in line at the Population and Civil Registration Office (Disdukcapil). The results of the study showed that the acceleration of this service had a significant effect on increasing community satisfaction with the services provided.

Public satisfaction is greatly influenced by the quality of interaction with service officers. Officers who serve in a friendly manner, provide clear information, and demonstrate high professionalism play a major role in improving the public's positive experience. Informants feel more satisfied when they receive good directions during the document processing process, so that they do not feel confused or burdened by the

procedures that must be carried out. Several respondents also stated that officers who are ready to help and resolve complaints quickly create a sense of comfort and trust in the quality of service of the Population and Civil Registration Service (Disdukcapil). With good communication skills from officers, the public feels more appreciated, and this is one of the key factors in achieving a higher level of satisfaction.

2. User Experience

The results of the study show that user experience of mobile services from the Population & Civil Registration Service (Disdukcapil) plays an important role in shaping public perceptions regarding the effectiveness of public services. From information from a number of informants, many people feel that this mobile service provides a practical solution to the problems of distance and time which are often obstacles when accessing population administration services at the Population & Civil Registration Service (Disdukcapil) office. For most people, this service provides convenience, especially for those who live in remote areas or far from service offices. In mobile services, users can take care of various documents such as KTP, Family Cards, birth certificates, and others without having to come to the head office, thus saving time, transportation costs, and reducing queues. This opportunity is considered to increase the accessibility of population services, provide convenience for the community, and strengthen the role of the Population & Civil Registration Service (Disdukcapil) in providing equitable services.

Although many users feel significant benefits, some obstacles also arise in the experience of using this mobile service. Obstacles that are often mentioned by informants include the limited schedule of mobile services that have not been able to reach all areas evenly and technical obstacles such as internet network disruptions that hinder the smooth running of the administration process. There are also complaints related to human resources that are sometimes limited, making the administration process run slower than expected. The community also expressed that socialization regarding the schedule and location of mobile services is still less than optimal, so they do not always know when and where mobile services are available in their area. With these obstacles, some users feel that although mobile services have been very helpful, there is a need to improve the technical aspects and management of services to be more effective and efficient.

Public perception of the Population & Civil Registration Service (Disdukcapil) mobile service tends to be positive, especially related to aspects of convenience and accessibility that are better than conventional services in the office. However, the public expects improvements in several aspects to achieve higher effectiveness, such as improving the quality of the internet network, increasing the frequency or coverage area of mobile services, and improving the quality of communication related to service schedules. In addition, regular evaluation of user satisfaction is considered important to ensure responsive services to community needs. This study shows that the Population & Civil Registration Service (Disdukcapil) mobile service has contributed to increasing the effectiveness of public services, but continuous adaptation and improvement will strengthen public trust and satisfaction in using this service.

3. Ease of Access

User experience of mobile services from the Population & Civil Registration Service (Disdukcapil) plays an important role in shaping public perception regarding the effectiveness of public services. From the results of the research that has been conducted, many users feel that this mobile service provides a practical solution to the problems of distance and time which are often obstacles when accessing population administration services at the Population & Civil Registration Service (Disdukcapil) office. For most people, this service provides convenience, especially for those who live in remote areas or far from the service office. In the mobile service, users can take care of various documents such as KTP, Family Cards, birth certificates, and others without having to come to the Population & Civil Registration Service (Disdukcapil) office, thus saving time, transportation costs, and reducing queues. This opportunity is considered to increase the accessibility of population services, provide convenience for the community, and strengthen the role of the Population and Civil Registration Service (Disdukcapil) in providing equitable services.

Although many users feel significant benefits, some obstacles also arise in the experience of using this mobile service. Obstacles that are often mentioned by informants include the limited schedule of mobile services that cannot reach all areas evenly and technical obstacles such as internet network disruptions that hinder the smooth running of the administration process. There are also complaints related to human resources that are sometimes limited, making the administration process run slower than expected. The community also expressed that socialization regarding the schedule and location of mobile services is still less than optimal, so they do not always know when and where mobile services are available in their area. With these obstacles, some users feel that although mobile services have been very helpful, there is a need to improve the technical aspects and management of services to be more effective and efficient.

Overall, public perception of the Population & Civil Registration Service (Disdukcapil) mobile service tends to be positive, especially regarding the aspects of convenience and better accessibility compared to conventional services in the office. However, the public expects improvements in several aspects to achieve higher effectiveness, such as improving the quality of the internet network, increasing the frequency or coverage area of mobile services, and improving the quality of communication related to service schedules. In addition, regular evaluation of user satisfaction is considered important to ensure responsive services to community needs. This study shows that the Population & Civil Registration Service (Disdukcapil) mobile service has contributed to increasing the effectiveness of public services, but continuous adaptation and improvement will strengthen public trust and satisfaction in using this service.

4. Information Quality

The quality of information provided by the Population & Civil Registration Service (Disdukcapil) in mobile services is an important aspect in shaping public perception regarding the effectiveness of this service. Based on the results of the study, the quality of information includes clarity, accuracy, and ease of understanding of the information provided to the public regarding the schedule, location, and type of services provided. Many people expressed that information regarding the schedule and location of mobile services has not always been delivered consistently and on time, which makes some people feel confused or even miss the opportunity to take care of population documents. This late or inaccurate information results in people not being able to make maximum use of mobile services, especially those who live far from the Population & Civil Registration Service (Disdukcapil) office and rely heavily on mobile services.

In addition, the aspect of delivering information through various communication channels is considered to still need improvement. Most respondents in this study stated that information is often only delivered through certain media, such as announcements at the sub-district office or through community WhatsApp groups, which may not reach all levels of society. People who do not have access or limitations in technology, especially the elderly or people in rural areas with minimal internet access, often do not get adequate information. The results of this study indicate that the community hopes for an increase in the use of various information channels that are broader and more inclusive, such as announcements via local radio, official social media of the Population & Civil Registration Service (Disdukcapil), and notifications through village officials or RT/RW heads so that information can be distributed more widely and reach various community groups.

The quality of information is also related to the clarity of procedures and requirements that must be met by the public when using mobile services. In some cases, users complained that they did not fully understand what documents or requirements needed to be prepared before coming to the mobile service location, so sometimes they had to go back home to complete the requirements. This certainly reduces time efficiency and adds additional costs for people who live far from the service location. The public wants more complete and detailed information, for example through leaflets or infographics that are easy to understand and distributed before the service schedule takes place. By improving the quality of this information, the mobile services of the Population and Civil Registration Service (Disdukcapil) are expected to run more effectively, reduce confusion in the field, and increase public trust in the public services provided.

5. Data Security and Privacy

Data security and privacy in the mobile services of the Population & Civil Registration Service are a major concern for the public, considering that this service handles highly sensitive personal information, such as identity numbers, addresses, and family data. From the results of this study, it was found that the public has concerns about the potential for data leaks or misuse, especially with the digitalization of services that allow data to be stored in an online-based system. This fear is inseparable from cases of data misuse that

have occurred in various sectors, so the public hopes that the Population & Civil Registration Service has a strong security system to protect their data. The public considers it important to have a guarantee of data security from the Population & Civil Registration Service (Disdukcapil) so that trust in this public service is maintained, especially if data is taken in the field via mobile services that are often operated in public places.

In addition, public perception of data security is also influenced by identity verification procedures and the use of electronic systems implemented in mobile services. In this study, several people expressed concerns regarding the data verification process in the field which is often done manually without the support of sophisticated equipment. For example, when officers input data directly at the service location without a clear security system, such as encryption or double authentication methods. The absence of more secure and modern devices makes some people feel that their data is at risk of being accessed by unauthorized parties. In this context, the public considers that physical and technical security in data management is very important to improve so that there is no illegal access or data loss that can have a negative impact on them.

In addition to technical security, the privacy aspect is also an important highlight. In mobile services, people often feel that their privacy is less protected because the data filling and verification process is carried out in open places, such as village halls or other public spaces, which allow others to see their personal information inadvertently. Many users hope for improvements in privacy management procedures in the field, such as providing special, more closed spaces or procedures that allow personal data to be kept confidential.

Discussion

Mobile services by the Population and Civil Registry Service (Disdukcapil) are outreach services that aim to make it easier for the public to access population administration services, such as making ID cards, family cards, birth certificates and other documents (Salamena & Emanuel, 2024). The service is carried out by special vehicles equipped with equipment and staff to serve the community directly at locations closer to where they live (Taralandu et al., 2024). The focus of this research is in line with previous research that examines how the public views mobile services as meeting their expectations and how these services influence their perceptions of government performance in providing public services.

One of the main aspects studied is the accessibility of services. In the context of mobile services, accessibility means the ease of the community to reach this service without having to come to the Population and Civil Registration Office (Disdukcapil) (Aditya, 2024). Bagi masyarakat yang tinggal di daerah terpencil atau sulit terjangkau, layanan mobile sangat membantu karena mengurangi biaya perjalanan dan waktu yang dibutuhkan untuk mendapatkan layanan administrasi (F. E. Ramadhan & Murti, 2024). This research supports previous research that examines how the public assesses this accessibility, whether mobile service locations cover the right areas, and whether these services are implemented consistently in places where they are needed.

Efficiency and service time are also important points in this study. Mobile services are expected to reduce queues and speed up the administrative process (Lemu et al., 2024). In this study, the public gave an assessment regarding whether mobile services were able to provide faster services compared to the Population and Civil Registration Office (Disdukcapil). Time effectiveness is very important, especially for people who have limited time due to work or other obligations (Anryana et al., 2024). This study agrees with previous research that evaluated the level of public satisfaction with the speed of mobile services and whether there were complaints regarding waiting times or length of the process.

Apart from speed, the quality of service provided by Population and Civil Registry Service (Disdukcapil) officers in mobile services is also a crucial aspect (Putri & Handrian, 2024). This study is in line with previous studies in analyzing public perceptions of the attitudes and professionalism of officers, such as friendliness, politeness, speed, and skills in serving the public. Good service quality can increase public satisfaction levels and build trust in the government. Conversely, unprofessional attitudes from officers can damage the image of public services and reduce public trust.

Another factor that influences public perception is the facilities provided in mobile services (Maftuchah & Aisyah, 2024). The mobile vehicles used must have adequate equipment to provide optimal service, including supporting facilities such as internet networks, printing equipment, and air conditioning for comfort (Prasetyawati et al., 2024). In line with previous research, this study includes an evaluation of the completeness of mobile service facilities and whether these facilities are adequate to support fast and accurate population administration services.

Public satisfaction with mobile services is also influenced by the clarity of the information provided (Oktavianes et al., 2024). The public often needs information about service schedules, document requirements, and service procedures. This study highlights how the Population and Civil Registration Service (Disdukcapil) conveys this information, whether the public feels they have received enough information or are still confused about the procedures they must follow (Utama & Handayani, 2024). Clear and easy-to-understand information has a significant impact on the ease with which people can access available services, a finding from research that supports previously conducted research.

One of the main objectives of mobile services is to increase community inclusion and participation in population administration, especially for hard-to-reach groups such as rural communities or the elderly (I. F. N. Ramadhan, 2024). This study is in line with previous research in looking at how mobile services help reach these groups and whether they feel helped by having services closer and more accessible. This is important because inclusive services can improve accurate population data and strengthen data-driven government programs (Dimas et al., 2024).

This study also analyzes the challenges faced in implementing mobile services. Although this service has many benefits, there are various obstacles such as limited resources, unstable internet networks, or transportation problems in hard-to-reach areas (Adam & Batubara, 2024). By evaluating these challenges, the research aims to provide

recommendations for improvements so that mobile services can be more effective and evenly distributed across various regions (Bode et al., 2024).

The impact of mobile services on public perception of government is also a major focus (Huntua et al., 2024). This study refers to previous studies and tries to find out how the public feels that mobile services are a form of government commitment to improving the quality of public services. Positive perceptions from the public can increase trust in the government, which in turn can strengthen the relationship between the public and the government and increase public participation in other population programs (Salamena & Emanuel, 2024).

1. Service Satisfaction

Service satisfaction is an important aspect in research on public perception of the Population Service's mobile services (Salamena & Emanuel, 2024). This satisfaction is closely related to the extent to which community expectations are met through services provided by the Population Service in the form of mobile services. Some indicators that are often used in measuring service satisfaction are ease of access, speed of service, quality of interaction with officers, and completeness of facilities provided. (Taralandu et al., 2024). In the context of mobile services, public satisfaction can increase if they feel the administrative process is easy without having to visit an office that may be far away or take a long time to visit (Aditya, 2024). Therefore, one of the goals of mobile services is to minimize geographical and bureaucratic barriers, thereby increasing public satisfaction with closer and more efficient public services.

In addition to accessibility, another important factor in service satisfaction is the quality of interaction and attitude of the officers. Professional, friendly, and helpful mobile service officers can increase public comfort during the service process (F. E. Ramadhan & Murti, 2024). In several studies, it was found that the attitude and professionalism of officers play a big role in influencing the level of satisfaction. A positive attitude from officers can also reduce complaints or dissatisfaction that may arise, especially if there are technical obstacles such as network disruptions or queues that are too long (Rahmawati, 2024). The public will feel appreciated and cared for if officers show empathy and are willing to provide solutions when there are obstacles in the service process. This is important because public satisfaction does not only depend on the result (documents received) but also on the process and their experience in accessing services.

The facilities available in mobile services also determine the level of public satisfaction (Sari & Handayani, 2024). Mobile service vehicles equipped with adequate equipment, such as printers to print documents on the spot and internet networks to access population data, will make the service process more efficient and faster. The existence of supporting facilities such as comfortable waiting rooms, clear information on procedures and document requirements, and an organized queuing system will also increase public comfort (Syafuruddin, 2024). With complete and well-organized facilities, mobile services can create a positive experience for the community, so that satisfaction with the services of the Population and Civil Registry Service (Disdukcapil) increases (Adawiyah et al., 2024). Overall, this study is in line with previous studies which show that service satisfaction in

the context of mobile services is not only measured by the success of document completion, but also includes aspects of service that provide convenience, comfort, and quality interaction for the community.

2. User Experience

User experience is an important aspect evaluated in research on public perception of the Population Service's mobile services (Ibnu & Rusadi, 2024). This experience covers the entire interaction of the community with the service, starting from the initial stage, such as obtaining information on the mobile service schedule, to the document processing process and receiving the results of the service (Jahir et al., 2024). For users, a positive experience starts with easy access to information about mobile service schedules and locations, especially for those who live in areas far from the Population Service office (Darmawan, 2024). Additionally, people tend to have a more positive experience if the process they go through on mobile services is simpler and clearer than at the head office, which usually requires longer and sometimes confusing procedures.

Another aspect of the user experience in mobile services is the ease and convenience of the administration process. Users tend to feel satisfied if the mobile service provides an orderly queue system and fast service time, so they don't have to wait too long (Nurhaliza & Hertati, 2024). A pleasant experience also arises when users feel that the mobile service environment is comfortable and the staff provides friendly and professional service (Lemu et al., 2024). Many people feel more valued and comfortable when they have direct interaction with officers who can patiently explain procedures and aid if needed (Anryana et al., 2024). The availability of adequate facilities, such as seating, an electronic queuing system, and structured information about the documents that must be prepared, also greatly assists the public in undergoing the process of managing population documents without additional hassle.

User experience is also greatly influenced by the success of the service in providing accurate and complete documents (Putri & Handrian, 2024). If people can obtain the population documents they need in a relatively quick time and without errors, then the experience will be considered positive. Conversely, if there are obstacles, such as network disruptions or the lack of adequate equipment in mobile service vehicles, this can reduce the overall user experience (Maftuchah & Aisyah, 2024). People tend to expect practical, fast and convenient services, and feel frustrated if they encounter problems that are not resolved properly (Prasetyawati et al., 2024). Therefore, user experience in mobile services not only includes physical ease in accessing services, but also the quality of the entire service process to a satisfactory result.

3. Ease of Access

Ease of access is a crucial element in research related to public perception of the Population Service's mobile services, which aims to increase the effectiveness of public services (Oktavianes et al., 2024). This mobile service is designed to overcome geographical barriers experienced by the community, especially those living in rural areas or remote

areas far from the Population and Civil Registration Service (Disdukcapil) office. By bringing population administration services to closer locations, such as in village centers, sub-districts, or other strategic locations, the community no longer must travel far which requires additional time and costs (Utama & Handayani, 2024). This study is in line with previous studies in observing the extent to which mobile services can reach areas that are difficult to access and how people in these areas respond to this ease of access. The positive impact of this service is seen in the increase in the number of people who register their population and renew their documents, because more people feel facilitated by the existence of services near them (Dimas et al., 2024).

In addition to closer locations, ease of access also includes the availability of information regarding mobile service schedules and locations (Adam & Batubara, 2024). In this study, one of the aspects measured is how effective the Population and Civil Registration Service (Disdukcapil) is in disseminating information about mobile service schedules, either through social media, village bulletin boards, or through village heads and other devices. Information that is easily accessible and understood by the community is an important factor in ensuring that this service can be fully utilized (Huntua et al., 2024). When people have clear and reliable information, they can plan their visits better, avoiding the risk of long queues or running out of time to be served. This study is in line with previous research in showing that people highly value transparency and want consistent schedules, as this makes services more accessible and anticipated.

Another aspect of ease of access is the flexibility of mobile service operating hours that are tailored to the needs of the local community. Some areas may require service on certain days such as weekends, when many residents have free time from their main jobs (Salamena & Emanuel, 2024). This flexibility shows that the Population and Civil Registry Service (Disdukcapil) understands the social and economic dynamics of the community it serves and strives to provide appropriate solutions (Taralandu et al., 2024). This study supports previous studies in evaluating mobile services that are quite flexible in terms of time and the public feels that the service implementation time has been adjusted to their needs. The high level of public attendance in mobile services is an indicator of success in this ease of access, because it shows that the public feels helped, and public services become more effective with a mobile approach that is responsive to local needs.

4. Information Quality

Information quality is an important aspect in research on public perception of the Population Service's mobile services, because clear, accurate and easy-to-understand information is the key to success in delivering effective public services (Aditya, 2024). For the public, the quality of information provided by the Population and Civil Registration Service (Disdukcapil) includes details on the types of services available, the required document requirements, the location and time of mobile service implementation, and the procedures that must be followed. This information must be delivered in a language that is easily understood by all levels of society, including those with limited literacy or access to information technology (F. E. Ramadhan & Murti, 2024). This study agrees with previous

studies in evaluating how the Population and Civil Registration Service (Disdukcapil) conveys this information, either through digital media such as websites, social media, or through bulletin boards in strategic locations such as village offices and busy centers. The accuracy and consistency of this information are determining factors in building public trust in the services provided.

In addition to accessibility of information, ease in obtaining information also influences public perception of the quality of mobile services of the Population and Civil Registry Service (Disdukcapil) (Rahmawati, 2024). One of the research findings shows that people feel more satisfied if the information they need can be accessed without having to go through many steps or search for various sources. This means that information channels must be diverse and well-coordinated, so that people do not experience confusion or different information. Quality information must be presented in a consistent manner, for example through officers at the village or sub-district level who also play an active role in providing mobile service information (Sari & Handayani, 2024). The even and coherent distribution of information helps people prepare documents and avoid inconvenience due to incomplete preparation or misinformation when visiting mobile services.

In addition, the quality of information also includes the response of officers to public questions directly in the field. Officers who are able to provide good explanations and are responsive to various questions or complaints from the public show high quality service (Syafuruddin, 2024). In mobile services, officers who can explain procedures, requirements and service flows well help people feel more confident and comfortable (Adawiyah et al., 2024). This study is in line with previous studies in observing whether officers in the field have been given adequate training to provide information accurately and effectively. When the information provided by officers is on target and easy to understand, the public feels more appreciated and tends to be more satisfied with the services received (Ibnu & Rusadi, 2024). Therefore, the quality of information, whether delivered through the media or direct interaction with officers, is an important component in ensuring responsive and effective mobile services for the entire community (Jahir et al., 2024).

5. Data Security and Privacy

Data security and privacy are crucial aspects of the Population Service's mobile services, especially since these services involve the collection and processing of sensitive personal data, such as identity numbers, addresses, dates of birth, and family information (Darmawan, 2024). People have the right to protection of their personal data and have the right to feel safe when submitting this data in the population administration process (Nurhaliza & Hertati, 2024). In this study, which is in line with previous studies, data security is considered to greatly affect the level of public trust in the services provided. Services that do not provide data security guarantees or have the potential for data leaks can reduce public trust and result in concerns that have a negative impact on public participation in public services (Lemu et al., 2024). Therefore, the Population and Civil Registry Service (Disdukcapil) needs to explain the security procedures implemented to

protect personal data and ensure that data collected during mobile services is managed with great care and security (Anryana et al., 2024).

In addition, data security in mobile services includes technical measures to protect information from unauthorized access or misuse (Putri & Handrian, 2024). Because mobile services are often conducted in open locations or in areas far from headquarters, the challenges of protecting data physically and digitally become greater (Maftuchah & Aisyah, 2024). In this study that supports previous research, one of the aspects evaluated is whether mobile service officers use secure devices, such as computers that have data encryption and limited access. Temporary storage and data processing must be protected with adequate security systems to prevent information leakage (Prasetyawati et al., 2024). In addition, mobile services also need to be equipped with secure data handling procedures, for example by ensuring that data can only be accessed by authorized personnel and that no third parties are involved in the process (Oktavianes et al., 2024).

From a privacy perspective, this study also evaluates whether mobile services provide a sufficiently private environment for people when they provide personal information (Utama & Handayani, 2024). Service conditions that are too open or lack privacy settings can cause discomfort for the public, especially when managing sensitive data (I. F. N. Ramadhan, 2024). The Population and Civil Registration Service (Disdukcapil) is expected to provide facilities and service flows that allow the public to provide their data with a sense of security and are protected from the risk of misuse. For example, there are physical barriers at service locations to ensure that information is not seen or heard by others waiting. This study agrees with previous research in highlighting that when the public feels confident about the security of their data and privacy, the level of satisfaction and trust in the Population and Civil Registration Service (Disdukcapil) mobile service increases significantly. Strong data protection and privacy assurance are part of high-quality and ethical public services and are an important foundation in building a relationship of trust between the government and the public (Dimas et al., 2024).

Conclusion

The Population Service's mobile service has a notable influence on the general public's perception of the efficacy of public services. The analysis of service satisfaction, user experience, ease of access, information quality, and data security and privacy indicates that the public is generally satisfied with the mobile service, which facilitates access to various population administration services. The provision of this service offers a valuable opportunity for individuals residing in remote locations or facing mobility challenges to access essential population administration services, particularly those related to the Population and Civil Registration Service (Disdukcapil). The implementation of mobile services has resulted in the reduction of geographical barriers, the acceleration of the service process, and the provision of a more efficient alternative for meeting population administration needs. The level of satisfaction experienced by the public with regard to the service in question is contingent upon a number of factors, including the speed of the service, the quality of the interaction with officers, and the comfort of the facilities provided. The findings of the study indicated that an

increase in satisfaction was associated with a faster service process, the absence of lengthy queues, and the presence of mobile service officers who were perceived as friendly and professional. The public is more likely to express satisfaction when they receive documents in a timely manner and perceive that the service respects their time and needs. Furthermore, the provision of adequate facilities in mobile service vehicles, such as comfortable waiting rooms, well-managed queuing systems, and equipment that facilitates efficient processes, also contributes to the public's positive experience of this service.

The user experience received by the community is greatly influenced by the quality of service they receive from officers and the ease of accessing the service. Research shows that the community feels more appreciated when they are given a clear explanation of the service procedures and required documents. Effective and responsive communication between officers and users, especially in handling problems or complaints, increases satisfaction and provides a good experience. In addition, easy access to mobile services that visit strategic locations and are close to where people live is very beneficial, especially for groups who have so far felt marginalized from unreachable population administration services. This shows that mobile services can be an important solution in increasing social inclusion and community participation in population administration.

The quality of information provided by the Population and Civil Registration Service (Disdukcapil) has also been shown to greatly influence the effectiveness of mobile services. The public wants clear, accurate, and easy-to-understand information regarding service schedules, document requirements, and procedures to be followed. This study shows that the public feels more comfortable and ready to use mobile services when the information they receive is consistent and available through various communication channels, such as social media, village announcements, or directly from officers. The accuracy and ease of obtaining this information increases public trust in the service and reduces confusion in the document processing process. Therefore, the Population and Civil Registration Service (Disdukcapil) needs to ensure that the quality of information provided to the public is always timely, well-organized, and easily accessible to all groups.

The last aspect that greatly influences public perception of mobile services is data security and privacy. In services that involve the collection of personal and sensitive information, people tend to feel more comfortable if there is a guarantee that their data will be well protected. This study shows that people consider the protection of their personal data important and feel safer if the Population and Civil Registration Service (Disdukcapil) has a clear and reliable system for managing this data. Adequate data security, as well as maintained privacy protection, are factors that increase public trust in mobile services. Therefore, the government needs to ensure that every aspect of data management is carried out to a high standard, including in terms of the use of secure devices and settings that protect the privacy of everyone.

Overall, this study concludes that the Population and Civil Registration Service's mobile service has great potential to improve the effectiveness of public services by providing easy access, positive user experience, and high-quality information. However, the success of

this service is highly dependent on the ability of the Population and Civil Registration Service (Disdukcapil) to maintain service quality, ensure the security of personal data, and provide accurate and easily accessible information. If these aspects can continue to be improved, mobile services can become a more efficient model in accelerating the population administration process and bringing public services closer to the community, as well as increasing overall community satisfaction.

Recommendation

This study has noted several aspects that can be improved to increase service satisfaction. One of the main obstacles that often complained about is the limited frequency and consistency of mobile service schedules, which causes some people to have difficulty accessing services when needed. Technical problems, such as system disruptions or slow internet networks, are also factors that slightly reduce satisfaction, especially when services are interrupted in the middle of the document processing process. Therefore, this study recommends improving technological infrastructure and more flexible and consistent operational schedules so that public satisfaction with the Population Service's mobile services can continue to increase and reach more users effectively.

The results of this study are expected to provide a clear picture of how the public views mobile services from the Population and Civil Registration Service (Disdukcapil) and how these services contribute to improving the effectiveness of public services. From a policy perspective, this study provides valuable input for the government to continue to improve population administration services to be more responsive and inclusive. Thus, mobile services can be a sustainable solution in overcoming various obstacles in population services and provide a positive impact on society at large.

This study suggests that the Population and Civil Registration Service (Disdukcapil) educate officers about the importance of maintaining public privacy and implementing stricter standard operating procedures related to privacy. By improving data security and privacy in mobile services, the Population and Civil Registration Service (Disdukcapil) can strengthen public trust, so that they feel safer and more comfortable in using this service.

This research presents a significant opportunity for innovation and sustainability in the field of public services. The implementation of mobile services that prioritize ease of access, information quality, and data security has the potential to serve as an innovative model for the provision of public services that are more inclusive and responsive to community needs. This innovation is not solely concerned with enhancing administrative efficiency; it also aims to optimize the user experience, thereby facilitating greater community involvement in the management of population documents. To ensure the long-term viability of this initiative, it is essential that the government prioritize the maintenance of technical and operational sustainability aspects. This entails the regular updating of data security systems, the enhancement of digital infrastructure, and the continued support for the mobile service fleet. Therefore, this mobile service has the potential to evolve into a long-term solution that can address the challenges of geography, congestion, and time constraints commonly faced

by the community. Additionally, it can facilitate fair and equitable access to quality public services.

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